



2022 MARKETING REPORT

WA

WINE

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Dear Washington State wine industry colleagues and friends,

2022 was a year of hustle and growth for Washington Wine. In many ways, we were ‘back to normal,’ hosting inbound media and trade, putting on large-scale events, traveling to markets near and far, and continuing to invest in research, innovation, and digital storytelling strategies. We executed two very successful wine month campaigns, launched the new industry portal and grape report, and partnered with Wine Spectator on the first-ever special edition dedicated to a single region (Washington!). We worked with our industry partners to launch Sustainable WA, which will live for generations to come—as will the beautiful new WA Wine Country license plate.

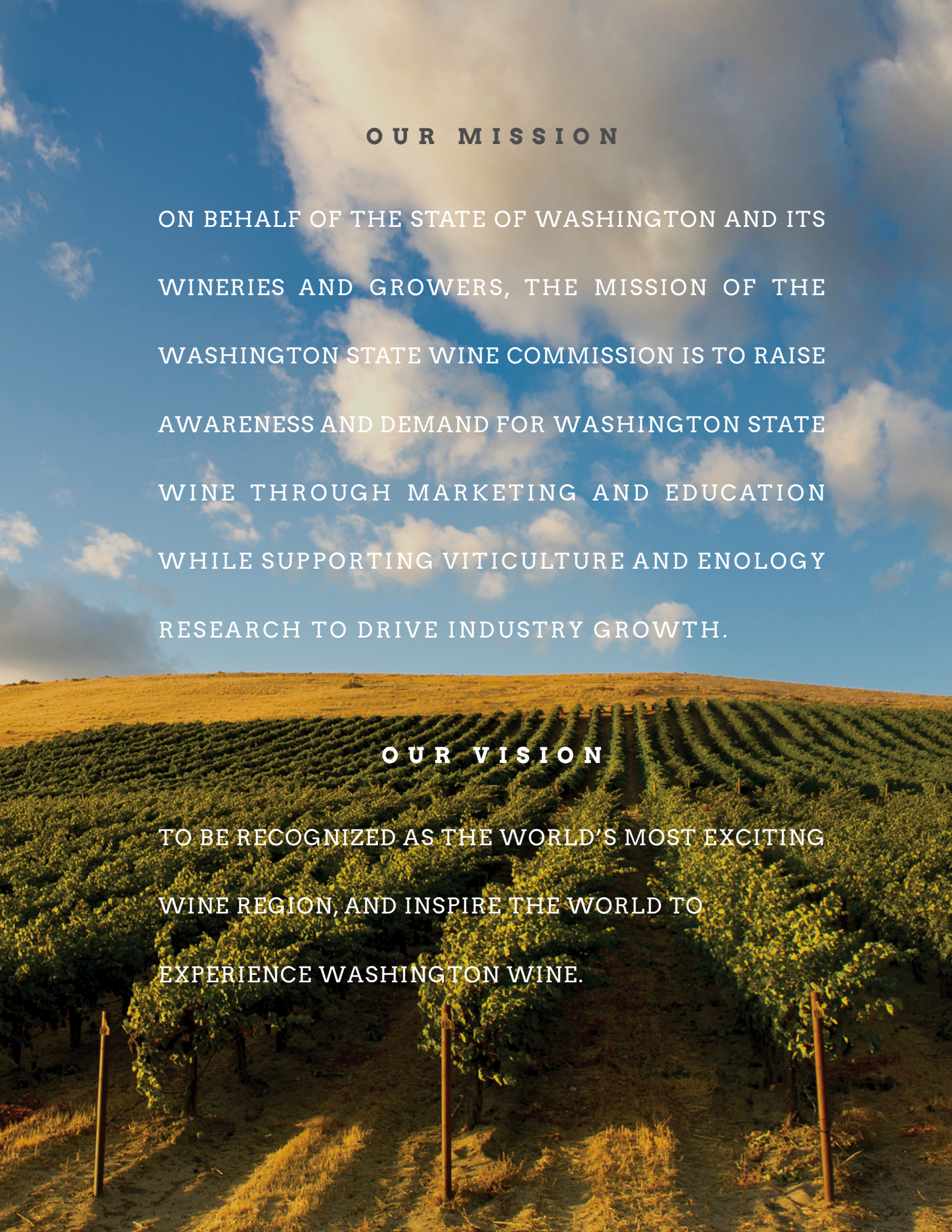
With all the excitement, we also must acknowledge that the wine industry has changed in big and small ways over the past few years. To that end, our Board of Commissioners and Staff are committed to taking the necessary steps to properly address and face these changes and opportunities. We collected input from the industry through a robust survey and in-person listening sessions that will help us build a new five-year strategic plan to be implemented in July 2023. Our team looks forward to engaging all wineries in implementing this plan, and continuing to explore creative and fresh ways to introduce and expand the presence of Washington wine on local, national, and international stages.

I encourage you to read through this report for more details and examples of the Commission’s activities and campaigns in 2022. We are proud to work for you and with you, our extraordinary wineries and vineyards, each and every day.

Cheers to the future – it’s looking bright!



Chris Stone
Vice President, Marketing & Communications
Washington State Wine Commission



OUR MISSION

ON BEHALF OF THE STATE OF WASHINGTON AND ITS WINERIES AND GROWERS, THE MISSION OF THE WASHINGTON STATE WINE COMMISSION IS TO RAISE AWARENESS AND DEMAND FOR WASHINGTON STATE WINE THROUGH MARKETING AND EDUCATION WHILE SUPPORTING VITICULTURE AND ENOLOGY RESEARCH TO DRIVE INDUSTRY GROWTH.

OUR VISION

TO BE RECOGNIZED AS THE WORLD’S MOST EXCITING WINE REGION, AND INSPIRE THE WORLD TO EXPERIENCE WASHINGTON WINE.

WHO WE ARE

CORE BELIEFS

We believe the culture of the Pacific Northwest is unrivaled in the world, with an energy that is palpable. Our wine industry stands proudly beside global icons that define and embody quality, innovation, and generosity. We believe it is our responsibility to foster a diverse and inclusive industry to ensure Washington Wine is healthy, viable and truly accessible for generations to come.

We believe the camaraderie of the Washington Wine community creates a force that is greater than any of us could accomplish alone. Together, we embrace our youthful underdog status and share our wines and our message with a common vision. We believe this land, with its abundant natural beauty and rich geological history, create the perfect climate for wine that can’t be replicated anywhere else.

We believe in pushing boundaries, experimenting, and continuously learning. We aren’t bound by convention. We believe that we produce some of the most captivating and irresistible wines in the world, and we also believe our best is yet to come. Our sense of adventure drives us to keep seeking it.

We believe in conducting world-class Research based on priorities set by the dedicated and unified people who have made Washington terroir their life’s work. We believe we are making history. And we believe in inspiring the world to experience what words alone can’t describe, with humility, professionalism, and always with a smile that reflects the spirit of Washington State Wine.

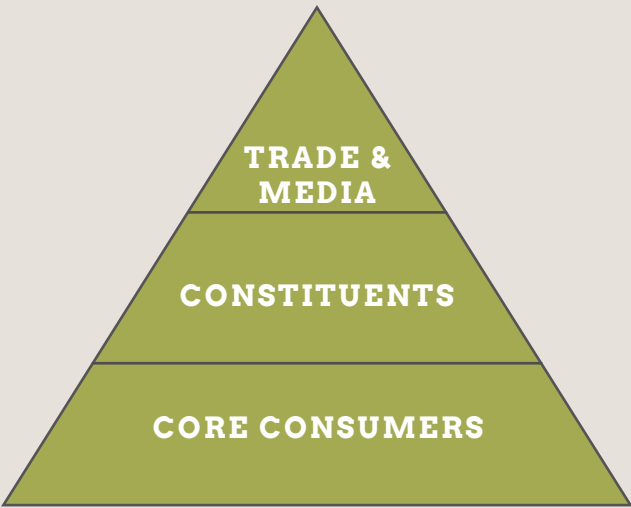
DIVERSITY, EQUITY & INCLUSION

The Wine Commission’s DEI Task Force, Staff and Board has built an action plan to continue to holistically integrate DEI efforts into our strategic plans, programs, and business operations. As part of this plan we will be hosting more industry-wide DEI workshops, continue to make data and technology more accessible, support scholarship efforts, and continue to partner with organizations who have long been leading the way.

TARGET AUDIENCE

2022 marked the end of a five-year strategic plan for Washington State Wine to guide all marketing programs and events. The plan focused on influencing media, trade, and core consumers.

To track success, we looked at overall category awareness and demand, constituent engagement, increased economic impact, and momentum for the research program.



STRATEGIC PILLARS

GROW Target Audience Awareness & Demand	CONNECT Industry Engagement
INSPIRE Wine Tourism	INNOVATE World-Class V&E Research



2022 IN REVIEW

KEY EVENTS & PROGRAMS

JAN 2022	WAVEX: SMOKE IMPACT				
FEB 2022	RESEARCH REVIEW	SUSTAINABLE WA: INDUSTRY LAUNCH	INSTITUTE OF MASTERS OF WINE SEMINAR		
MAR 2022	ALL-INDUSTRY DEI WEBINAR	TASTE WASHINGTON WINE MONTH	THIS IS NOW TRADE TASTING	COPENHAGEN & LONDON TRADE TASTINGS	LAUNCH OF BREAKING GROUND
APRIL 2022	WAVEX: PHYLLOXERA RISK	CROSS-BORDER AVA MEDIA TOUR	MEXICO CITY & CABO TRADE TASTINGS		
MAY 2022	WINE & SPIRITS GUILD OF AMERICA TOUR	SF MEDIA DINNER	NYC MEDIA DINNER	PROWEIN	SEOUL & TOKYO TRADE TASTINGS
JUNE 2022	SMOKE SUMMIT	CANADA TOUR: TRADE TASTINGS			
JULY 2022	VIBRANT WA TRADE TASTING	CROSS-STATE MEDIA TOUR	RELEASE: WINE SPECTATOR SPECIAL EDITION	WAVE	
AUG 2022	WAUGUST	TEXSOM	AUCTION OF WA WINES: MEDIA & TRADE HOSTING		
SEPT 2022	ROAD TRIP				
OCT 2022	AMERICAN WINE SOCIETY CONFERENCE	WINE SPECTATOR WINE EXPERIENCE			
NOV 2022	INDUSTRY-WIDE LISTENING SESSIONS				
DEC 2022	LAUNCH OF WA WINE LICENSE PLATE	LAUNCH OF NEW INDUSTRY PORTAL & GRAPE REPORT			

MARKETING HIGHLIGHTS

TASTE WASHINGTON WINE MONTH

This year’s Taste Washington Wine Month campaign featured strong retail partnerships, including a key partnership with QFC, combined with media encouraging consumers to download the Map My WA Wine app. and plan their next visit to WA wine country.

Strategy

The majority of the ad spend went to television in the Seattle market, which helped reach the masses and delivery frequency to promote dual messages: shop at QFC and download the Map My WA Wine app. Billboards were strategically placed near QFC locations to entice consumers to shop Washington wines. In-store ads, stanchion signs, shelf-talkers and more were placed to attract consumers at the point of purchase.

Target Audience

Our primary audience was 25-64-year-olds who live in Seattle, wine purchasers and QFC shoppers. In addition, there was a focus of 21-64-year-old wine purchasers who live in Seattle & Spokane placed near QFC locations to entice consumers to shop Washington wines.

Results

Site traffic tripled during March. Social media ads had 2.5x more downloads. Overall, the campaign delivered 14M+ impressions, strong social engagement, and over 860 TV spots.

Full March Wine Month report can be found [here](#).



WAUGUST: NATIONAL WINE MONTH

From road trips to backyard barbecues, there’s something special about August in Washington. WAugust bottles this summer feeling and pairs it with Washington Wine, inviting wine lovers and younger peripheral wine drinkers to try the amazing wine that made our state famous as we celebrate our entire industry for 31 unforgettable days.



Strategy

The primary efforts focused on reaching the younger wine-drinking crowd of adults 25-44 to introduce them to WAugust. We wanted to get people excited and drive them to locations (wineries, tasting rooms, restaurants, and retail) to purchase wine. So we promoted the celebration with streaming audio, high-impact mobile ads and bold in-store messaging complemented our Wine Spectator promotional efforts.

VIPs!

Huge kudos to the wineries and tasting rooms that got on board with promoting WAugust through posters, banners, punch cards, and social media posts. The support helped pushed WAugust to success!

Results

The campaign delivered 14.9M+ impressions and strong social engagement with over 2.5M+ 3-second-video-views, reactions, likes, shares, saves, and engagement with high-impact banner ads. Full WAugust report can be found [here](#).



KEY PAID MARKETING 2022 TAKEAWAYS

- Nearly 30M impressions during both WA Wine Months through OOH, television, connected TV, In-store audio, digital ads and more!
- The hashtag #WAugust was used 1,300 times in 2022.
- Partnered with QFC, Costco, Whole Foods, PCC, Fred Meyer, and various on-premise accounts including Landry’s Restaurant group.



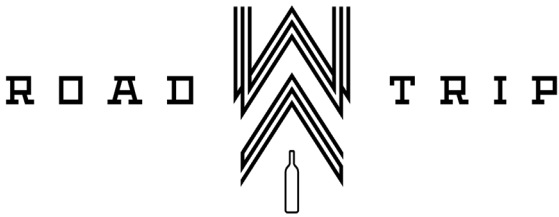
MARKETING HIGHLIGHTS

ROAD TRIP

The return of Road Trip Washington Wine, one of the most acclaimed and experiential wine trips in the world, featured a new route starting in Walla Walla and ending in the Columbia Gorge.

September 18-22, 2022

- 56 on-and off-premise buyers from 21 states
- 35 winery exercises
- 12 vineyard exercises
- 3 regional tastings
- 2 seminars
- 8 lunches & dinners



“At the beginning of the trip, the community and communication between winemakers was mentioned. There wasn’t a stop on this trip where neighbors, old friends, and colleagues didn’t refer to each other as references. Washington state is still in its youth as a winemaking region, but that doesn’t mean that they aren’t leading by example.”

Vernon Jackson, Cellar Director, RPM, Chicago, IL



“Many whom attended this trip in the past have said it was one of their best wine trips. I agree, the blend between education, fellowship and hands-on training has not been matched on any other trips I have attended around the globe.”

Michael Bach,
Asst. Director of Wine Sales, Binny’s,
Chicago, IL



MARKETING HIGHLIGHTS

INSTITUTE OF MASTERS OF WINE

Washington Wine hosted the IMW Level 1 Residential Seminar at Bell Harbor in Seattle.

February 14-18, 2022

- 5 Regional Associations presented on their regions and offered a selection of curated wines to represent their AVAs.



WINE & SPIRITS GUILD OF AMERICA CONFERENCE & TOUR

April 29-May 4, 2022

- 94 members of the WSGA representing 13 states visited Washington for their annual member meeting. Their goal was to connect with wineries for buying opportunities and to learn more about Washington’s wine industry.
- 44 members extended their visit with a two-day tour to the Yakima Valley and the Walla Walla Valley with nine separate Washington Wine events featuring 42 wineries and vineyards.



PA LIQUOR CONTROL BOARD

Visit to Washington

July 10-18, 2022

- 9 day trip for John Wagner (Premium Collection Wine Category Manager & Buyer – North America) that began in Seattle and ended in Walla Walla. We arranged dozens of meetings for him with the key intention of securing purchasing contracts.

“I met with 50+ wineries, which will result in new business for a majority of them. It was great to meet with key decision makers in person, and I am working on numerous new buys which will potentially total around 100 pallets of Washington Wine!”

John Wagner, PLCB

AMERICAN WINE SOCIETY NATIONAL CONFERENCE

October 27-29, 2022

- 21 regional associations were featured in the opening reception, sponsored by the WSWC.
- 500+ wine consumers attended from around the country.



MARKETING HIGHLIGHTS

‘THIS IS NOW’
TRADE & MEDIA TASTING

March 28, 2022

- 400 RSVP’s with 200+ attendees, and sold-out seminars.



TEXSOM

August 2022

TEXSOM is the most prominent and influential beverage education and training conference in the US, and draws over 1,000 attendees, of which 900 are retailers, sommeliers, media, educators and industry professionals. 12 Washington wineries made the trip down.



“The industry leaders from all over the country are all at TEXSOM. Washington needs to have a presence here to establish itself as a world class wine region, and the chance to go with Washington Wine is a valuable opportunity for us as a winery. It leverages and amplifies the resources and network that we all have to build our individual brands as well as the brand of #WAwine. Additionally, we landed a TX distributor from TEXSOM.”

Kerry Shiels, Winemaker,
Côte Bonnevillle + DuBrul Vineyard

MARKETING HIGHLIGHTS

DIGITAL MODERNIZATION PROJECT



NEW INDUSTRY PORTAL

As part of our multi-year digital modernization project, we launched the newly redesigned, technologically advanced Grape Report and Industry Portal at washingtonwine.org.

The new report captures the same basic information as in years’ past (grapes harvested, sold, and purchased in WA), but in a more streamlined and intuitive manner. We have eliminated the redundancies and made it a more efficient process for our wineries and growers to complete.

MAP MY WA WINE APP

We launched of our brand new interactive mobile tourism app, Map My WA Wine, in 2021. This app allows users to explore wineries, tasting rooms, and vineyards, filter by wine touring region to see which wineries are in what areas, see what events are happening nearby, create an itinerary to share with friends and more.

In 2022, Map My WA Wine saw:

- 8,287 downloads through marketing, organic, and commission efforts.



- Over 20,000 total app downloads.
- Over 42,000 sessions on the app, with an average time of 2m and 57 seconds per session, up :42 seconds from 2021.

MARKETING HIGHLIGHTS



SUSTAINABLE WA

The Washington wine industry proudly launched [Sustainable WA](#), the first statewide certified sustainability program.

Sustainable WA covers the pillars of sustainability: environmentally sound, socially equitable, and economically viable. It is a rigorous, science-based program and built with continuous improvement in mind. Sustainable WA was built by and for the industry, specifically for Washington vineyards.

Sustainable WA was built as a partnership between Washington Winegrowers, the Washington State Wine Commission, the Washington Wine Industry Foundation and the Washington Wine Institute.

INTERNATIONAL MARKETING HIGHLIGHTS

8.81% The percentage of growth in export sales over the past 5 years.

30 Number of Washington Wineries that reported international sales in FY21/22, reporting \$75.7 million in export sales in more than 65 countries.

Our target markets, illustrated in the chart to the right, represent more than 80% of export sales. For information on how to participate in export programs, please visit the [international marketing page](#) on our website, or contact Kate Salisbury, International Marketing & Events Coordinator (ksalisbury@washingtonwine.org).



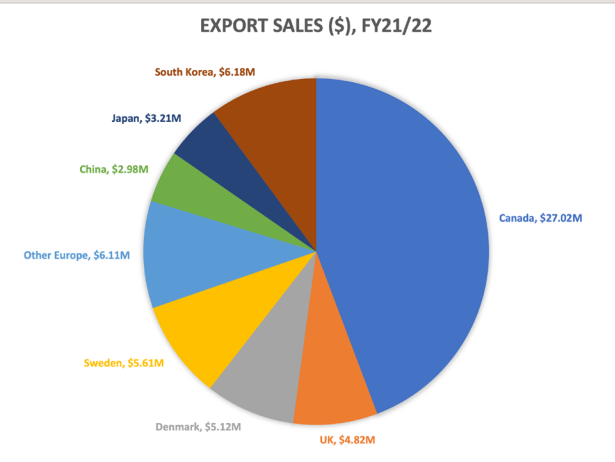
WA WINE LICENSE PLATE

Washington lawmakers passed House Bill 1530 to create the specialty WA Wine license plate, after more than 4,000 Washingtonians signed a petition in support.

The Washington Wine Institute worked directly with prime sponsor Rep. Kelly Chambers (R-Puyallup), and lawmakers in Olympia to pass the legislation. We worked with our agency of record Chapter & Verse to design the plate, utilizing a photograph taken by Andréa Johnson.

Revenue generated from the specialty license plate will go to State of Washington Tourism (SWT), the state’s official Destination Marketing Organization.

EXPORT SALES (\$), FY2022



DIGITAL MEDIA

BREAKING GROUND

Our first-ever farmer ambassador program.

We launched Breaking Ground, the industry’s first farmer ambassador program, to tell wider stories about those who grow our grapes.

The inaugural bilingual program followed a cohort of 14 farmers throughout the year. Each month, the farmers submitted stories, videos and photos to give us a glimpse into everything from specific aspects of the grape growing process—pruning, bud break, canopies, veraison, picking, etc.—to what it’s like to be a farmer today. We posted these stories on our website, and amplified them on our social channels.

Breaking Ground was truly ground breaking - and it even earned an article in [Forbes!](#)



SOMMLIGHT

A conversation series.

- **41** guests featured during the 2-year run from New York City, Washington DC, Tampa Bay, San Diego, Chicago, Seattle, Napa, Denver, Las Vegas and more.
- **10,000-15,000** views per episode
- Series was shortlisted for the Drinks Business Awards for “Best Trade Campaign of 2020” as well as “Best Trade Campaign of 2021.”

To view all episodes and learn more, visit [Sommlight.com](https://www.sommlight.com)



INSTAGRAM STATISTICS, YEAR END REVIEW.

We looked at our social media year over year:

1,250 new Instagram followers, for a total of **29,383**.

3,555 average reach for organic posts, a **22%** increase over the previous year.

Key takeaway: Video content and reels continue to climb in performance and engagement each year.

COMMUNICATION HIGHLIGHTS

MEDIA RELATIONS

20 national writers traveled to Washington as part of 4 seperate in-bound media tours or individual itineraries, traveling to vineyards and wineries across the state.

4 high-profile wine critics traveled to Washington for in-person tastings in preparation of their annual Washington Reports: Jeb Dunnuck (jebdunnuck.com), James Suckling (jamesuckling.com), Anthony Mueller (Wine Advocate) & Eric Guido (Vinous).. The Washington Wine team handled all coordination between reviewers & wineries.

50+ media met face-to-face with Washington Wine staff, winemakers and winegrowers during small events held in New York, San Francisco and Los Angeles. This is part of our ongoing work with our PR contractors R/West in New York and O'Donnell-Lane in the Bay Area, and our partnership with State of Washington Tourism.

9 press releases went out to 1,000+ journalists in 2022, with a higher-than-average open rate.



OVERALL RESULTS

The Washington State Wine Commission communications team worked directly with writers on 111 articles in 2022, equating to a potential reach of 900M+.

Indirectly (through press releases, previous hosting/relationship building, mailers, informtion/data help, etc), work by the Washington Wine team helped to produce 2,800+ articles with a potential reach of 14B+ and an advertising value equivalency of \$130M+.

EDUCATIONAL MATERIALS

The 101 presentation & AVA Map were updated (welcome Rocky Reach!) and DiscoverWA.org was developed, which provides high level, introductory information about Washington wine.

Washington Wine partnered with HistoryLink.org on a multi-year project to capture the historical stories and milestones of our industry. As part of this effort, HistoryLink will capture the biographies of a handful of founders every year.



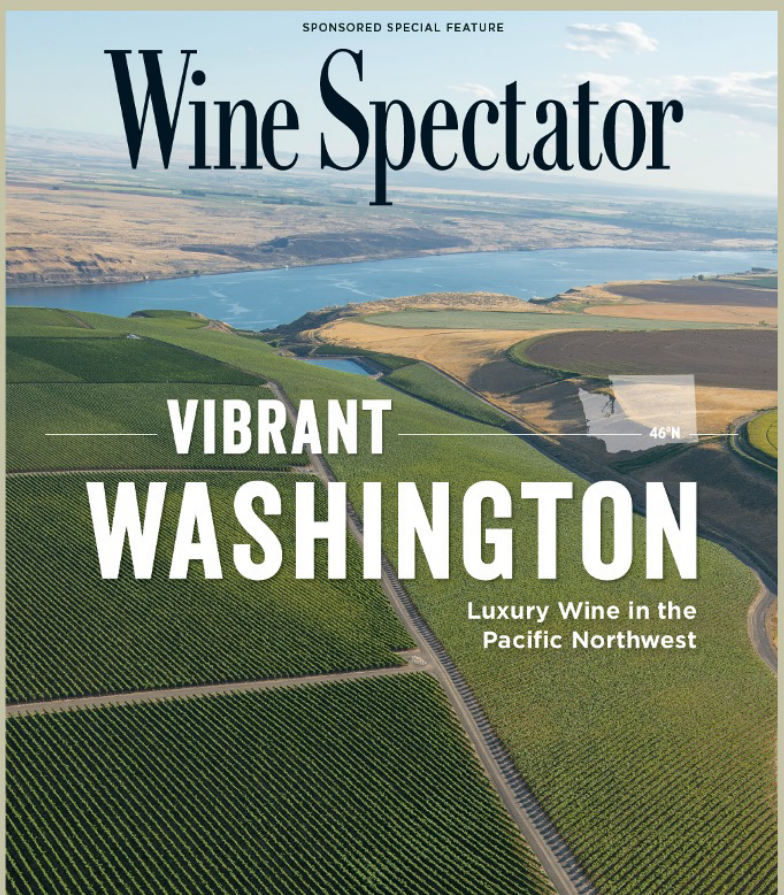
WINE SPECTATOR PARTNERSHIP

VIBRANT WASHINGTON

We partnered with Ste. Michelle Wine Estates to bring on Wine Spectator as our national media partner for an expanded Washington Wine Month campaign in August.

As part of the partnership, we worked closely with two nationally-respected writers and the expert creative team at Wine Spectator on a beautiful and informative special edition of the magazine-the first ever to be dedicated to a single region. It appeared as a double issue, attached to Wine Spectator's annual Restaurant Awards issue.

The full issue can be viewed online.





WASHINGTON STATE of MIND



The way that Washingtonians see life – full of possibilities and boundaries to push beyond—is the way that the state’s vintners see its wines. After all, the industry was built by those who carve their own paths rather than resting on what’s familiar.

Of course, the foundation for Washington’s exceptional wines rests on the particular place these vintners call home: a vast, sunny stretch of land east of the Cascade Mountains, where a range of grapes thrive in the long hot days and cool nights. Vine roots dig deep into the soil’s basaltic bedrock, imbuing the fruit with Washington’s distinctive stamp of character.

But it takes skilled hands—and an intrepid spirit—to fully harness this sense of place and use it to craft a dynamic array of luxury wines. At the same time, Washington has become a leader in the practices that are pushing the industry forward, particularly when it comes to eco-friendly viticulture.

By challenging themselves to improve—not only in the winemaking process but in the ways they carry forward values in their businesses—Washington winemakers are setting new standards, all while leaving their indelible mark in the world of wine.

WHAT’S INSIDE

Sense of Place

The Winegrowing Spirit

The Washington Way

Signature Washington



RESEARCH HIGHLIGHTS

TACKLING RESEARCH PRIORITIES

For each of the last six years, the Washington State Wine Commission has awarded about \$1 million in viticulture and enology research grants through the statewide research program at Washington State University and our own grant program. The Washington wine industry’s research program is guided by a strategic research plan and dedicated grower and winery volunteers keep the industry-guided and industry-driven program focused on solving industry problems. All Washington grape growers and wineries have access to research results, regardless of size.

\$205,000 Washington Wine received a Specialty Crop Block Grant for \$205,000 to support WSU research to develop a sustainable strategy to control grapevine leafroll virus. The grant will help WSU scientists scale up mating disruption, a technology that shows great promise to sustainably control grape mealybug from initial trials supported by the Washington wine industry.

40% Nearly 40 percent of the 25 research projects currently underway are related to sustainability. Topics addressed by these projects include developing sustainable pest management strategies for powdery mildew, grape mealybug, mites and nematodes, improving nutrient sampling protocols and nutrient management and optimizing irrigation efficiencies. Vineyard Sustainability was ranked as the top research priority in the 2022 research survey conducted by Washington Wine.

NEW V&E DEPARTMENT

We’re excited about WSU’s creation of a new V&E Department and hiring of its first chair, Dr. Jean Dodson Peterson. Washington Wine co-hosted four regional tours and receptions to introduce Jean to industry during October and November. We look forward to working closely with WSU, our research partner, as the new department is established. ■



About 30 growers watched research in action in August, a project studying the effectiveness and economics of using drones to release beneficial insects. The demonstration project is funded by Washington Wine.

44 Number of research articles, news and press releases and reports written or content provided by Washington Wine and published in trade publications like Wine Business Monthly, Good Fruit Grower, digital newsletters, newspapers, and the weekly radio program WAVE Minute.

1,035,000 Reach of research communications.

291 Number of growers, winemakers and related industry members that attended the 4 WAVEx research webinars, in-person WAVE research seminar and the annual Research Review (virtual).

6 Issues of WAVE Research Report published. The WAVE Research Report newsletter and WAVE research seminars and webinars are the most preferred way for Washington wine grape growers and wineries to stay up on research happenings, according to 2022 Research Survey findings.

ABOUT WASHINGTON WINE

The Washington State Wine Commission represents every licensed winery and every wine grape grower in Washington State. Guided by an appointed board, the Commission provides a marketing platform to raise positive awareness of the Washington State wine industry and generate greater demand for its wines. Funded almost entirely by the industry through assessments based on grape and wine sales, the Commission is a state government agency, established by the legislature in 1987. The Washington State Wine Board is made up of growers, producers, a WSDA representative, and a distributor. ■

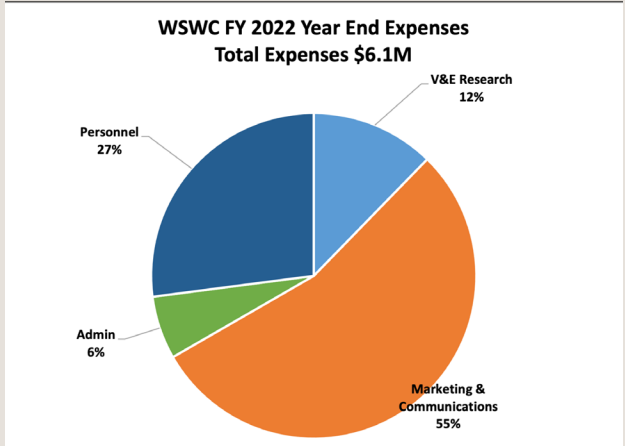
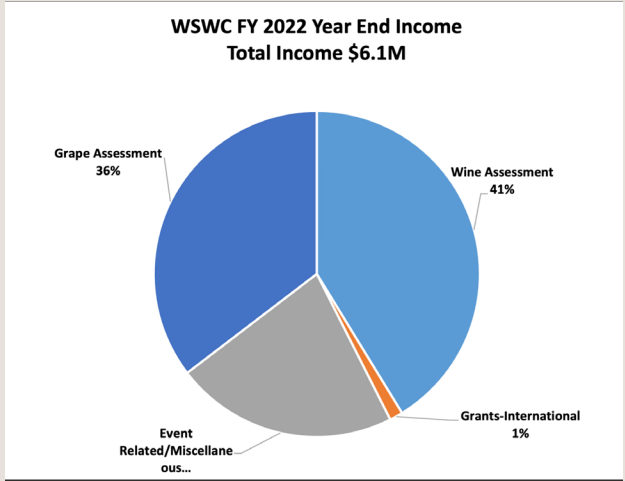


FINANCIALS

REVENUE SOURCES

Washington State Wine is required to collect assessments from both wineries and growers to fund its activities. These two assessments are collected separately. The first—the assessment on all licensed wineries in Washington State—is collected monthly by the Washington State Liquor and Cannabis Board (WSLCB) through wineries’ monthly reports to the WSLCB, a small percentage of which is forwarded to Washington Wine. The second—the assessment on all growers of vinifera wine grapes in Washington State—is collected annually by the Commission itself. Both wineries and growers contribute to the marketing budget; wineries contribute \$0.08 per gallon and growers contribute \$12 per ton of grapes.

Our financials are shown below by our Fiscal Year, which ran from July 2021-June 2022.



WASHINGTON WINE STAFF

- Heather Bradshaw
Communications Director
206.495.5844

Cayenne Chonette
Finance and Human Resources Director
206.499.8429

David Flaherty
Marketing Director
206.310.1236

Melissa Hansen
Research Program Director
206.669.7127

Averyl D. Mooney
Senior Communications Manager
206.295.5763

Mackenzie Pedersen
Senior Marketing Manager
206.240.7102

Mia Portuese
Marketing & Events Coordinator
206.499.0995

Kate Salisbury
International Marketing Coordinators
206.708.5506

Chris Stone
Vice President of Marketing and Communications
206.661.1336

WSWC BOARD MEMBERS EFFECTIVE JULY 1, 2022										
MEMBER	POSITION & TERM	GROWER	LESS THAN 50 ACRES VINIFERA GRAPES IN PRODUCTION	MORE THAN 100 ACRES VINIFERA GRAPES IN PRODUCTION	PRODUCE AND SELL THEIR OWN WINE	WINE PRODUCER	PRODUCES LESS THAN 25K GALLONS ANNUALLY	PRODUCES MORE THAN 1M GALLONS ANNUALLY	PRODUCE WINE FROM THEIR OWN GRAPES	WINE DISTRIBUTOR
Pennington, Ryan	1 6/30/23									
Dugan, Tom	2 6/30/25									
Alfonso, Shylah	3 6/30/24									
Ware, John	4 6/30/25									
Mosier, Anna	5 6/30/25									
Lybecker, Lacey	6 6/30/23									
Boushey, Dick	7 6/30/25									
Drury, Sadie I. Chair	8 6/30/24									
Casciato, Kade	9 6/30/25									
Newhouse, Todd	10 6/30/24									
Lumaco, Ryan	11 6/30/23									
Roberge-Gordon, Serena	12 6/30/23	Non-voting industry member								
Perry, Rianne	13 6/30/23	WSDA								

2022 WASHINGTON WINE STATISTICS

- 60,000+ acres planted
- 179,600 tons of grapes harvested (2021)
- 17M cases produced annually
- 1,075+ wineries
- 400+ wine grape growers
- 80+ varieties produced

Source: USDA & WSLCB



Washington State Wine Commission

1201 Western Ave, Suite 450

Seattle, WA 98101-3402

washingtonwine.org, 206.667.9463



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